In the Claims:

1. (Currently Amended) A method of presenting channel content in a distributed network having a client device and a server device, the method comprising:

evaluating tagged content, wherein each content has a respective tag <u>directly appended thereto</u> ~~associated therewith~~ and wherein each tag comprises content type information, content title information, viewer age information, viewer gender information, viewer income information, viewer location information, and content rating information;

implementing a user profile comprising user selected criteria, wherein the user profile comprises a stored data structure identifying content preferences in user-assigned order, and wherein the user selected criteria comprises at least one content rating to exclude;

creating a personalized channel at the client device, wherein the personalized channel comprises <u>tagged</u> content from two or more predetermined channels, wherein the personalized channel is automatically created through use of the user profile, wherein conflict is resolved when <u>tagged</u> content from the two or more predetermined channels match the user profile and occur at the same time by selecting <u>tagged</u> content from one of the two or more predetermined channels that matches a highest order preference in the user profile, and wherein the personalized channel excludes <u>tagged</u> content based on the at least one content rating in the user profile; and

displaying the <u>tagged</u> content on the personalized channel.

2. (Currently Amended) The method of Claim 1, wherein the tagged content is received from the server device and wherein the method further comprises:

parsing the tagged content to evaluate the information contained within each tag; and

wherein the act of creating a personalized channel comprises repackaging <u>tagged</u> content into the personalized channel.

3. (Currently Amended) The method of Claim 1, wherein the tagged content is received from the server device and wherein the method further comprises:

parsing the tagged content to evaluate the information contained within each tag; and

wherein the act of creating a personalized channel comprises automatically redirecting selected <u>tagged</u> content to the user.

4. (Cancelled)

5. (Currently Amended) The method of Claim 1, wherein the user profile further comprises exclusion information and wherein <u>tagged</u> content is not added to the personalized channel when tag information associated with the <u>tagged</u> content matches exclusion information in the user profile.

6. (Currently Amended) The method of Claim 1, wherein the preference information comprises preferences as to the type of <u>tagged</u> content and the rating of the <u>tagged</u> content.

7. (Previously Presented) The method of Claim 1, further comprising manually creating the user profile.

8. (Previously Presented) The method of Claim 1, further comprising automatically creating the user profile based on historical information.

9. (Previously Presented) The method of Claim 8, further comprising automatically updating the user profile based on updated historical information.

10. (Previously Presented) The method of Claim 1, wherein the personalized channel is manually created and updated.

11. (Currently Amended) The method of Claim 1, further comprising creating a second personalized channel, the second personalized channel comprising <u>tagged</u> content from two or more predetermined channels, wherein second channel comprises at least some <u>tagged</u> content not in the first personalized ~~content~~ <u>channel</u>.

12. (Previously Presented) The method of Claim 11, further comprising:
accessing the first personalized channel using a first access code; and
accessing the second personalized channel using a second access code, the second access code being different from the first access code.

13. (Original) A computer readable product readable by a computing system and encoding a computer program of instructions for executing a computer process comprising the acts defined in claim 1.

14. (Original) A computer readable product readable by a computing system and encoding a computer program of instructions for executing a computer process comprising the acts defined in claim 9.

15. (Original) A computer readable product readable by a computing system and encoding a computer program of instructions for executing a computer process comprising the acts defined in claim 10.

16. (Original) A computer readable product readable by a computing system and encoding a computer program of instructions for executing a computer process comprising the acts defined in claim 11.

17. (Original) A computer readable product readable by a computing system and encoding a computer program of instructions for executing a computer process comprising the acts defined in claim 12.

18. (Currently Amended) A method of displaying a programming guide of channel content in a distributed network having a client device and a server device, the method comprising:

receiving content tag information prior to receiving ~~associated~~ content to which the tag is directly appended, wherein the content tag information comprises content type, content title, viewer age information, viewer gender information, viewer income information, viewer location information, and content rating information;

evaluating tag information, wherein evaluating tag information comprises implementing a user profile comprising a stored profile of preferences in user-assigned order, and wherein the stored profile of preferences comprises user selected criteria comprising at least one content rating to exclude; and

displaying a personalized programming guide at the client device, wherein the personalized programming guide displays a preferred subset of available <u>tagged</u> content, wherein the preferred subset is based on the user profile, wherein the personalized programming guide displays at least one personalized channel having <u>tagged</u> content from two or more predetermined channels, wherein conflict is resolved between <u>tagged</u> content from the two or more predetermined channels that match the user profile and occur at the same time by selecting <u>tagged</u> content from one of the two or more predetermined channels that matches a highest order preference in the user profile, and wherein the personalized programming guide excludes <u>tagged</u> content based on the at least one content rating in the user profile.

19. (Cancelled)

20. (Currently Amended) The method of Claim 18, wherein the personalized programming guide blocks content tags <u>appended to</u> ~~associated with~~ content to be excluded, as identified in the user profile.

21. (Cancelled)

22. (Previously Presented) The method of Claim 18, wherein the programming guide scrolls through the predetermined channels, wherein the method further comprises continuously displaying the at least one personalized channel.

23. (Original) A computer readable product readable by a computing system and encoding a computer program of instructions for executing a computer process comprising the acts defined in claim 18.

24. (Original) A computer readable product readable by a computing system and encoding a computer program of instructions for executing a computer process comprising the acts defined in claim 22.

25. (Currently Amended) A system for displaying personalized channel information comprising:

a receive module that receives tag information, wherein the tag information is directly appended to ~~associated with~~ content that may be viewed by a user of the system, wherein the tag information is included within a plurality of fields including a content type field, a content title field, a viewer age field, a viewer gender field, a viewer income field, a viewer location field, and a content rating field;

an analysis module that analyzes the tag information contained within the plurality of fields and modifies the display of the tag information, the analysis module being configured to implement a user profile of preferences in user-assigned order, and comprising user selected criteria comprising at least one content rating to exclude;

a display module for displaying the modified tag information; and

a profile interface module that accesses the user profile and provides tag information to the analysis module, the analysis module using the profile tag information in selecting tagged content to add to the personalized channel from two or more predetermined channels, wherein conflict is resolved between tagged content from the two or more predetermined channels that match the user profile and occur at the same time by selecting tagged content from one of the two or more predetermined channels that matches a highest order preference in the user profile, and excluding tagged content comprising the at least one content rating to exclude.

26. (Previously Presented) The system of Claim 25, wherein the modified tag information displayed is an abbreviated programming guide.

27. (Previously Presented) The system of Claim 26, wherein the abbreviated programming guide displays personalized channel data.

28. (Currently Amended) The system of Claim 27, further comprising a user input/output module that receives personalized channel content selections to be added to the personalized channel, wherein the analysis module adds the selected tagged content to the personalized channel.

29. (Currently Amended) The system of Claim 27, further comprising a profile interface module that accesses the user profile and provides tag information to the analysis module, the analysis module uses the profile tag information in selecting tagged content to add to the personalized channel.

30. (Currently Amended) The system of Claim 25, wherein the modified tag information comprises a personalized channel of tagged content.

31. (Currently Amended) The system of Claim 30, further comprising a user input/output module that receives personalized channel content selections to be added to the personalized channel, wherein the analysis module adds the selected tagged content to the personalized channel.

32. (Canceled)